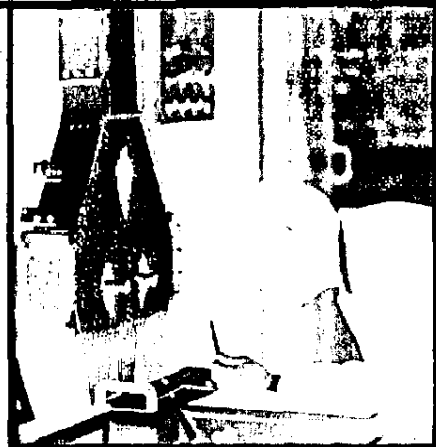
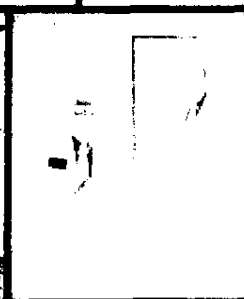


SALES MERCHANDISER

R.I. Reynolds Tobacco Co./Sales Dept./July-August 1985



ORIENTATION!

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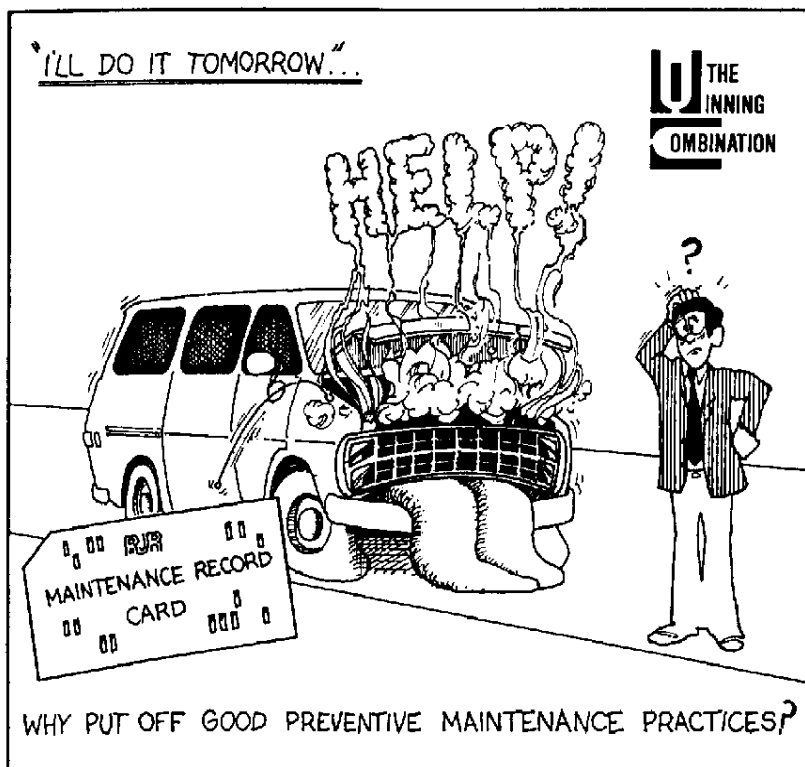
Ozier honored

Retired Area Sales Representative Bill Ozier of the Tulsa, Okla., Division was recently paid a special tribute by the Oklahoma Association of Tobacco Distributors.

During its 44th annual convention, the association recognized Ozier's outstanding service to retailers and wholesalers throughout Eastern Oklahoma during Ozier's 30 years with Reynolds Tobacco.

On the cover

It happens once a year — "new" rep orientation. For highlights of this year's event, see page 8.



Accuracy is more vital than ever

August marked the completion of an important transition in the way the company keeps sales records. With the shift, all divisions now create and update master store lists in the division office.

That — coupled with the fact that the company consolidated all account information into master files early this year — makes the need for accuracy in field reporting more important than ever, according to Harold Roseman, manager - sales information system.

"Consolidating master files and putting the accountability for updating them in the field will eventually allow us to eliminate the draft payment system," Roseman says. "Doing that will get rid of a horrendous amount of paperwork in the field and will increase our accuracy."

"And up the road, the consolidated files will help us better evaluate field

needs for merchandising, POS, PDI and other materials. The information in the files will help us more efficiently plan and budget our resources."

Roseman notes that some master-file information will be entered by division managers, while some updates to the files will be made by sales representatives using hand-held computers. But regardless of the source, if the information is not accurate, the mistakes will cause problems.

"Perhaps the biggest problem is the potential for inaccurate payments," Roseman says. "Once the draft system is eliminated, payments will be based solely on the information in the account's master file."

"For instance, if the mailing address is incorrect, the payment will require special handling in the home office and the payment will be delayed," he says. "Any other errors in the master file, like a misspelling of the account

name or an inaccurate contract code, also have the potential to create extra work for us and to delay payment to the account."

Roseman says that accurate information about brand distribution and inventory is also extremely important to the home office because it affects decisions concerning new brand introductions, brand repositionings and special promotions.

Accurate information about the number and type of fixtures and advertising pieces in an account is also important for planning purposes.

"Each year, the company spends millions of dollars on replacing merchandisers and POS and PDI materials," Roseman says. "The only way to do that efficiently is to know exactly where we stand. And the only way we can know that is through accurate reports from the field."

MEMO

From the Vice President — Field Sales

Orientation week unlike any other



Few things give me greater pleasure than meeting with the "new" sales reps who come to Winston-Salem for orientation. For all of us in the home office, orientation week is unlike any other. The excitement that the reps bring with them charges the home office for weeks to come.

Orientation has come a long way since mine back in 1964. We stayed at the old Robert E. Lee — a grand old hotel that stood where the Hyatt House is now. We saw the plants, we toured the plug factory and we sat in an auditorium for a day. We didn't meet any executives, but we did learn that we were part of a large company that was committed to being the best.

We left fired up.

That enthusiasm is the common thread that runs through every sales orientation. No rep who visits the company's headquarters and sees the tremendous support we have here in Winston-Salem can leave without knowing that Reynolds Tobacco is the best.

And after comparing notes with their colleagues from across the country, the "new" reps find comfort in discovering that their challenges and problems aren't unique. During the week, they also realize that each of their accomplishments, no matter how small, is not only important, but also appreciated.

This year, as I talked with some of the reps on their last night here, I thought of how much progress our company has made since I first visited Winston-Salem.

Day by day, year by year, Reynolds Tobacco gets bigger, better, stronger and more efficient. Our products are of the highest quality. So are our people.

I opened by noting that meeting the reps at orientation gives me great pleasure. Let me close by saying that the fine group of men and women who have joined our sales force during the past two years also fills me with pride.

Sincerely,



Ralph Angiuoli

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Assignment: The home office

(Last in a series)

Whoever coined the phrase, "Opportunity knocks but once," was obviously not familiar with the home office sales department. Each year, several field sales employees are offered the opportunity to work in the home office.

Some greet the offer with immediate enthusiasm. Others are initially apprehensive about the move. But virtually all who have worked in Winston-Salem agree that the experience has helped them become better field managers — and it has helped their careers.

Among those who were apprehensive was Pat Cundari, now director of sales in the Mid-Western sales area.

Cundari came to the home office in 1978 as a merchandising manager in the merchandising department, which was part of the marketing department at that time.

"I was leaving field sales and joining marketing, so I was a little apprehensive," recalls Cundari, who was then the Detroit chain accounts manager. "But as soon as I went for the interview and found out what I

was going to be doing and how I was going to be operating, I saw that I would be part of the national scope, and that excited me.

"I had always wanted to be a regional manager," he continues. "That was my goal in life, and working in the home office led me to believe that I was going to reach my goal because of what I was learning there — I was learning the whole scope because I was concerned with the total marketplace."

That, Cundari says, was very rewarding. "Being part of the machinery that

actually implemented and made the company move forward, whether in merchandising or planning or whatever, it gives you a very rewarding feeling. Plus, I felt the satisfaction of knowing that I was doing things that were helping the people that were out in the field."

Cundari adds that his experience has "definitely" helped him get to where he is today. "I would say that it's given me the ability to talk to people on the field sales level and the home office level. There's a slight difference between the two because one is action-oriented for development and one is action-oriented for

a good place to make it good."

Gary Albers, chain accounts manager in the Indianapolis, Ind., chain division, was the assistant division manager in the St. Louis, Mo., division in 1978 when he was offered the opportunity to become assistant merchandising development manager in the home office.

Two years later, when he returned to the field as the division manager in the Minneapolis, Minn., division, Albers also took with him a broader understanding of how Reynolds Tobacco works and the satisfaction of knowing that the work he had done had had national implications.

"I guess what I enjoyed most was the interaction with the different departments and executive management," he says. "It just helped verify in my mind the strength of the personnel we have with Reynolds Tobacco. I also found it to be very satisfying knowing that I was developing something that could impact the entire company's volume and share. That sounds egotistical, I know, but it was very self-satisfying."

Albers says the

most difficult aspect of working in the home office was getting used to being indoors. "It took about three months before I became totally comfortable with being in an office most of the time. But I worked in the merchandising department and we conducted field tests, so I was still able to go out in the field to make observations and still keep in touch with the field sales accountability," he says. "I guess I traveled about 20 percent of the time."

What impressed Albers most while he worked in Winston-Salem was "the magnitude of implementing national



Pat Cundari found it very satisfying to support the field from Winston-Salem.

implementation, and being able to combine the two has helped me the most in analyzing, evaluating and making decisions."

He adds that he and his family harbor fond memories of the time they spent in Winston-Salem. "We lived in eight different places and Winston-Salem is one of the places we enjoyed most," he says. "We enjoyed its — how would you say it — its family atmosphere. We could go to the shore. We could go to the mountains..."

"We try to make it good wherever we are, and Winston-Salem was just

programs. I saw there was a tremendous amount of variables that must be considered when developing a program, a promotion or training aid."

That knowledge, he adds, has helped him back in the field. "I made a comment about managing people today — about the new breed of worker we're working with," he says. "They're not managed by objectives alone, but by why the company is doing things — the rationale behind it."

"My home office experience has made me better able to tell our people why we do things and, ultimately, what our long-term objectives are. Also, in my everyday working, I incorporate a lot of the costs-versus-benefit thought process in my management decisions. Planning and implementation and control were emphasized within the accountabilities in my home office position, and I now use these procedures on a day-by-day basis to accomplish my objectives."

Ed McAtee, the regional manager in the Kansas City, Kansas, region, also believes his home office experience has helped him focus on the total picture.



Ed McAtee gained a better understanding of what the entire company was doing.



Gary Albers was impressed with the magnitude of implementing national programs.

"Probably the most valuable thing to me was the perspective that I was able to gain in working national programs and looking at the entire country, as opposed to looking at specific geographic areas," says McAtee, who served as manager - sales planning and national sales planning manager from 1981 until 1983.

"It really provided me with the ability to grow in the sense that it gave me a much broader feel for the organization. It gave me a much better understanding of what the entire company was doing and of all the re-

sources and how they work together in support of the people who are out in the field selling our products.

"And when you go back to a smaller area, like the Kansas City region, the benefit of that experience gives you a better idea of what executive management is expecting, as well as a better understanding of the importance of resource management, because you learn that resources aren't limitless."

McAtee adds that another benefit of working in the home office is exposure to top management.

"I became aware that the people on the top need the input from all facets of the organization. They can't make the decisions and call the shots unless they have input from various sources, because we're all human beings."

McAtee recommends that anyone who is given the opportunity to work in the home office should take advantage of it.

"I guess the company would not ask you to come to Winston-Salem unless they thought you could make a contribution," he says. "And, in my opinion, that's what everybody wants to do — make a contribution each day of their life."

"You have to be an optimist in order to make it in this industry, and part of that optimistic flair is to try to grow — to try to develop," he continues. "And if the company says, 'We have an opportunity for you in the home office,' I think you should take it."

Sweepstakes winners announced

Following are the second-quarter Safe Driving Sweepstakes winners in "The Winning Combination." The award credits can be redeemed now, or they can be accumulated to be redeemed for larger prizes.

Boston Region

J.T. Sparrow
R.V. Magee
J.F. McCarthy Jr.
R.A. Tynan
S. Bonislowski Jr.
S.A. Langone

New Jersey Region

L.J. Harvey
J.P. Renshan Jr.
E.P. Silard
J.H. Casey
M.J. Jaffe
A.L. Espina

Philadelphia Region

B.J. Simkins
D.L. Bomgardner
S.J. Carey Jr.
M.P. Washo
J.H. Gentry
R.L. Givens

New York Region

T.A. McCarthy
C.R. Rodriguez
G.A. Cohen
W. Waldman
R.A. Fazio
R.F. Sargelke

Hartford Region

W.H. Morissette Jr.
N.R. Fournier
R.E. Close
G.R. Deschenes
R.F. Cuddahy
A.A. Trautweiler Jr.

Washington Region

C.J. Beaver Jr.
H.L. Evvrett
E.C. Wheedleton Jr.
T.L. McIntosh
N.B. Messina
G.R. Teeter

Winston-Salem Region

R.N. Young
J.R. Loftin Jr.
T.S. McMillan
G.W. Overfelt
T.C. Swanner
C.W. Patrick

Atlanta Region

M.C. Kennedy
B.H. Butt
D.A. Brown
C.A. Howard
D.A. Lawrence
C.G. Howard

South Florida Region

J.W. McMickle
W.R. Deremer
A. Caban
T.R. Mahowski
D.A. Walther
D.M. Scirrotto

Birmingham Region

D.M. Harris III
D.E. Johnson Jr.
R.E. Taylor
G.L. Belcher
C.A. Snyder
J.N. Rushton Jr.

North Florida Region

K.P. Fitzgerald
K.M. O'Brien
W.E. Patterson
W.S. Benbow Jr.
D.F. Tillman
T.A. Rigsby

Pittsburgh Region

S.L. Plummer
W.J. Wiseman Jr.
W.H. Meredith Jr.
W. Budny
J.J. Minneti Jr.
P.A. Reardon

Cincinnati Region

G.W. Elliott
D.T. Parnell
J. Weber
W.F. Tucker
N.W. McCleary
J.D. Beard

Buffalo Region

R.W. Doyle
R.F. Shewairy
R.J. Mandolin
M.E. Morris
F.A. Trombino Jr.
A.F. Tangorra

Detroit Region

T.J. Thomas
K.C. Eichelberger
W.F. Redick
K.S. McKain
A.R. Miller
J.P. McMillan

Richmond Region

E.L. Hatcher Jr.
J.L. Staton Jr.
C.E. Nunley
R.A. Williams
K.D. Sizemore
S.W. Baker

Oklahoma City Region

R.H. Alexander
C.M. Radigan
F. Orona
S.L. Wadsworth
R.M. Stokes
J.C. Dale

Memphis Region

R.G. Lehman
J.D. Michael
P.F. Denyes
P.H. Dorkins
C.M. Roberts
M.E. Feemster

Dallas Region

J.E. Lawhon
W.M. Paul
J.E. Powers
G.R. Schwausch
J.A. Evans
L.A. Johnson

Houston Region

C.E. Fasciani
L.D. Gann Jr.
J. James
R.S. Dupuis
D.I. Behannon
M.R. White

New Orleans Region

L.S. Jordan
B.B. Reneau
L.P. Jones
C.E. Boyett
D.C. Sorensen
B.M. Mayfield

San Francisco Region

J.J. Mardesich
K.J. McClain
C.V. Alger
M.T. Heller
B.P. Ford
R.W. Bell

Los Angeles Region

M.L. Curry
J.M. Russell
K.A. Hooper
G.A. Domer
H.R. Thornton
E.C. Bordenave

Denver Region

M.D. Pinedo
M.S. Davis
J.M. Mason
W.F. Russell
R.D. Garrison
D.L. Meyer

Riverside Region

R.S. Drinkworth
J.L. Bell
S.M. Clark
W.B. Ziska
D.A. McNamer
T.A. Hergenreder

Seattle Region

J.A. Karlik
C.C. Clum
R.A. Chapin
S.K. Ward
M.J. Speyer
C.A. Smith

Indianapolis Region

A.C. Fowler
R.B. Denny
W.C. Bennett
T.E. Ablett
C.W. Fecko
D.M. Becker

Chicago Region

T. Higgs
A.D. Limon
N.J. Rose
D.L. Barnes
D.L. Wilmesher
L.D. Romzick

Minneapolis Region

R.C. Wollin
J. Francois
R.M. Larson
J.S. Hanson
D.R. Onsager
A.L. Mooring

St. Louis Region

G.H. Roberts
T.S. Rupi
R.V. Calderon
R.L. Richterkessing
J.R. Brennan
M.A. Mrozewski

Kansas City Region

A.K. Skarvan
B.W. Johnson
D.L. Hahne
J.L. Peterson
R.L. Reidt
B.A. Waldmer

Keeping sharp eye avoids accidents

Good defensive driving depends on keeping your eyes open. Following are five tips.

- **Aim high in steering.** Many drivers mistakenly watch too closely in front of them. To steer correctly, aim several hundred feet ahead of the center of your intended driving path. Your eyes should range further ahead as your vehicle's speed increases.

- **Get the big picture.** The car directly ahead of you is only one part of the total picture. To get the big picture, be alert to the problems facing other drivers so that you can anticipate their moves. Three car-lengths is the minimum stopping distance, and a distance of six car-lengths will allow you a lead time of eight to 12 seconds at 30 mph.

- **Keep your eyes moving.** You should shift your eyes at least every two seconds. Don't let your vision become frozen on any one traffic situation. Proper eye movement includes checking your rear-view mirror every five to eight seconds. It also includes checking your side mirrors and paying close attention to your blind spot.

- **Leave yourself an out.** An expert driver will maintain a "space cushion" around his car, allowing himself maneuverability in any situation. Drivers who fail to leave themselves an out usually drive too fast for conditions. A good point to remember is: Never let your wheels get ahead of your eyes.

- **Make sure they see you.** When driving, you can communicate with other drivers through your horn, turn signals, lights and hand signals. Use these signals to make sure that other drivers understand your intentions. If in doubt, wait until you are certain that your intentions are clear.

Stanfield's proud

(Editor's note: The following letter was recently sent to the company by C.W. "Stan" Stanfield, who retired in 1965 as the division manager in Arlington, Va. As you will see from the item following this letter, Stanfield was the first field sales member to contribute accomplishments to Merchandiser.)

R.J. Reynolds Tobacco Co.

Recently, I reached eighty years of age. During sixty of those years you have sent me a check on a regular basis. Forty years working twenty years in retirement.

No doubt many, many people can say that, and more, but I know there is not one that is more grateful, appreciative and proud of his, or her, association with RJR than I am!

There are many things in my life for which I am most thankful. Very close to the top is RJR! My keen interest, deep loyalty and pride have not diminished one iota.

Thank you for adding so many good things to my life!

(Editor's note: The following item appeared in the second issue of Merchandiser, dated Nov. 27, 1946.)

As C. W. Stanfield (Washington, D.C., Division) was our first contributor to the "Merchandiser," it is only appropriate that we begin our second edition with his reporting:

"W.D. Green, who started work in this Division on October 7, 1946 (with no previous sales experience), using this Division's 'VISUAL, MATTER-OF-FACT, GENTLE PRESSURE' system, wrote 105 drop ship-

ments his first five weeks with the Company. Sixty-seven of these were NEW DROP SHIPMENT BUYERS and 97 of them included our Christmas large sizes — Green, although green, is rapidly ripening!"

Note: We have all heard the old adage, "When you're green, you grow — when you're ripe, you get rotten." With a good start like this, W.D. please just stay green.

Mr. Stanfield further reports that M.T. Hoots (same Division) started out on the morning of October 16 to work large sizes in some new shopping centers in Arlington County — just outside of Washington.

The first shopping center visited had only one tobacco outlet — the usual drug store. He was unable to see the buyer at once, so while waiting, decided to "practice up" on a super market in the next block.

He knew this market carried nothing but cigarettes in our line. To make a long story short, Hoots sold the market 10 dozen P.A. and G.W. 16 oz. with the understanding that he could build our self service dual display in a prominent location as soon as the goods arrived. For the remainder of that day, Mr. Hoots concentrated on 'VIRGIN' outlets in that section. The result: 11 NEW DROP SHIPMENT BUYERS of our large sizes — four of whom were interested in featuring our 10-dozen, self service dual display.

Hoots feels he has a wonderful opportunity here for a case history and is going to stick right with 'em!"



REMEMBER WHEN

ORIENTATION 1985!

They flocked to Winston-Salem from every part of the country to get a bird's-eye view of the company's operations.

But as impressed as they were by the company's facilities, many of the Reynolds Tobacco sales representatives who visited in August returned home even more impressed with the people who work for RJR.

"I've been in a lot of factories and Whitaker Park has to be the cleanest factory I've ever seen," said Charmane Fowler of Evansville, Ind. "And the people there — they make you feel like family. They told us how much they appreciated us, and I couldn't believe it. They really meant it."

Fowler was among the 205 sales representatives who gathered in Winston-Salem Aug. 5-9 for the company's annual sales rep orientation. The "new" reps — those who have been with the company more than one year and less than two — descended upon the company's headquarters with the same high spirits the event has generated for more than 30 years.

"I'm delighted to see such an enthusiastic group," said Vice President Yancey Ford, as he welcomed the reps to this year's event. "We have been looking forward to your visit."

Ford talked about commitment — Reynolds Tobacco's commitment to the sales staff, and their commitment to the company.

"As you will see for yourself this week, it is commitment by thousands of loyal RJR employees that makes this company the success it is today," he said.

"R.J. Reynolds has grown into a worldwide corporation, but we haven't forgotten how we got there — through dedicated and committed people. We are still a people-oriented company."

That became increasingly evident as reps took as detailed a look at the



ABOVE: Meetings like this one with Dr. Bob Di Marco, vice president - research and development, help the reps learn more about home office activities outside the sales department. RIGHT: Reps get a first-hand look at how cigarettes are made at Whitaker Park.

company's headquarters as anyone could take in three-and-a-half days.

Presentations included an explanation of the manufacturing process by Charlie Snyder, vice president - production; an overview of the role of research and development by Dr. Bob Di Marco, vice president - research and development; an explanation of marketing functions by Rick Sanders, director - marketing; and a review of promotions by Tom Owen, director - promotion.

The group learned more about sales' various market thrusts from the directors of merchandising, special markets and sales planning, as well as others in the sales department.

And tours of R&D, Whitaker Park Cigarette, the No. 8 smokeless tobacco plant, the Reynolds Building and the World Headquarters Building acquainted the reps with the company's facilities.

But for most, the crowning event

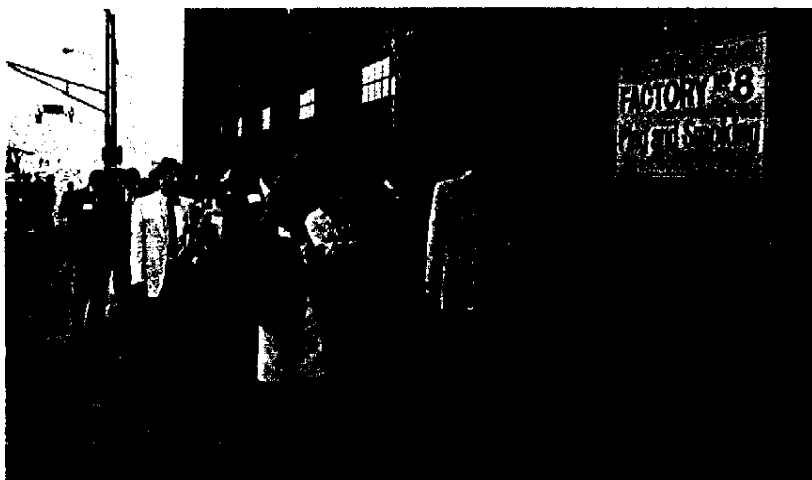


ABOVE: Fascinating view of the cigarette making process at Whitaker Park. RIGHT: Close-up of the cigarette making process.

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RIGHT: Gerald Long greets the reps at the VIP luncheon. LEFT: Reps inspect a live tobacco plant at R&D. BELOW: Reps tour the smokeless tobacco factory.



Reps are at the Tanglewood Park. LEFT: Reps go on a shopping spree at a veni store. Reps take a look at tobacco at R&D.



was the Tanglewood Park outing, a fun-filled outdoor social held for the reps on their last night in Winston-Salem.

At Tanglewood, a number of reps talked about their visit.

"It's been a blast," said Charlene Vizza of North Pittsburgh, Pa., one of seven reps who sat with President Gerald H. Long at the orientation's VIP luncheon earlier that day.

"I found that he's a people-oriented guy — just like the rest of the people in this company," Vizza said. "I was very impressed with how up-front he is."

"This is fabulous — absolutely fabulous," said Keith Storer of Billings, Mont. "Everything has been first-class. Especially the people."

Storer said the thing that impressed him most was the size of the company. "I'd heard people talk, but until you get here, you have no idea," he said. "It's awesome. It's mammoth."

Storer and the others also learned that the company's commitment to them is mammoth.

"The company makes a commitment to you," said Vice President Ralph Angiuoli. "A commitment to back you with the strongest resources in the industry — from manufacturing, to research, to marketing and financial assets."

"You are never alone in your assignment," he said. "All of us are working right along side of you."

The truth of Angiuoli's remarks was apparent throughout the week.

"This has been tremendous," said Tom Martel of Louisville, Ky. "You find out you're not working by yourself. There's support and backing here that you wouldn't believe unless you saw it. You find out there are people here working just as hard as you are to make it all happen."

Martel said that the high point of his stay was "talking to the people in the plants and hearing them say, 'Keep on selling, you're doing a good job!'"

"I had no idea how much we are appreciated."

RJR team in Buffalo scores three big wins

A trio of accomplishments in the Buffalo, N.Y., division is boosting business for RJR.

Area Sales Representative **Dick Ellegate** convinced all eight Red Barrell stores in the Oneonta area to use wire PCDs in the cash register position, despite the fact that Reynolds Tobacco does not pay for the stores' gondola carton displays.

Meanwhile, Assistant Division Manager **John Ellegate** and Area Sales Representative **W. Loughran** teamed up to score two more runs.

John Ellegate and Loughran sold J&P Petroleum (11 stations) exclusive Reynolds PDI, with 100 percent distribution on segments I, II and III. The team also locked up Darien Lake, a high-traffic amusement park that is visited by more than 250,000 people.

The park has accepted an overhead package merchandiser, a 20-column rack, a 14-column rack and three Winston clocks. The park also accepted refurbished panels and toppers for each of its five vending machines, which boast a 10-brand RJR average.

O'Mara boosts average without a ride-with

Assistant Division Manager **R.P. O'Mara** of the Charlotte, N.C., division didn't need a ride-with to raise the RJR brand average at Consolidated Coin Caterers' 11 branches.

In addition to boosting the brand average from 11.1 to 12.6, O'Mara made 831 RJR placements, 803 of which were Doral.



Rack 'em up!

Division Manager **D.R. Gibbons** and Area Sales Representatives **Larry Stahl** and **Bob Greenfield** have been racking them up for the Sioux Falls, S.D., division. The team placed 50 pool table lights at the site of the South Dakota State Pool Tournament in Pierre. They also pocketed a similar shot at a tournament in Marshall.

Lubbock team starts chain reaction

Area Sales Representatives **Linda Boucher** and **Steve Wadsworth** have scored some impressive chain accomplishments for the Lubbock, Texas, division.

Among Boucher's accomplishments was selling Taylor and Son Grocery Stores on 3-wide savings centers, 50-carton automatic Doral shipments and \$2-off promotion with automatic shipment of 120 cartons for all five of the chain's stores.

She placed 9-sided spinners in four of the stores and sold a 156 universal to one of the stores. That puts three stores on Grid III and leaves only one store on a non-self-service plan.

Boucher also sold the Take Away chain on RJR overheads and PDI to replace Philip Morris overheads in the seven Pep stores Take Away has bought in Amarillo.

At Taylor Petroleum's 45 convenience stores in Texas and Kansas, Boucher arranged for a letter from chain headquarters authorizing all stores to accept 120 wire PCDs at register position, Vantage B1G1F displays, Doral plastic 40-pack displays and Sterling 30-pack displays.

E-Z Outlets' seven stores have also benefited from Boucher's work. Philip Morris signs and clocks have been replaced by RJR ground mounts and clocks. And PM overheads are being replaced with RJR package fixtures. The chain has also indicated that if it should return to overheads, it will go with RJR.

Wadsworth's work with three chains — Swif Shops, Boren & Shiels and Kwik-n — resulted in the placement of 18 RJR overheads, five of which replaced PM overheads.

Camel calls heat up Alaskan club

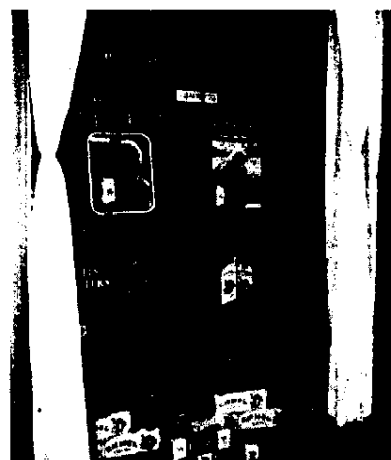
Six hundred Alaskans now know the correct way to call a Camel, thanks to the efforts of Assistant Division Manager **Chuck Julian** and Alaska Sales Supervisor **Colleen Babyak** of the North Seattle, Wash., division.

Julian and Babyak orchestrated two camel calling contests as part of a Camel promotion at the Pine's Nightclub in Anchorage. The club's 600 patrons got quite a show from the 20 contestants who tested their vocal chords during the events. The winners received Camel mirrors and all contestants received Camel hats and T-shirts.

During the evening, patrons bringing up Camel packs received cigarette lighters. Packs were marked to avoid duplications, and the club's vending machines ran out of Camel before the night was through.

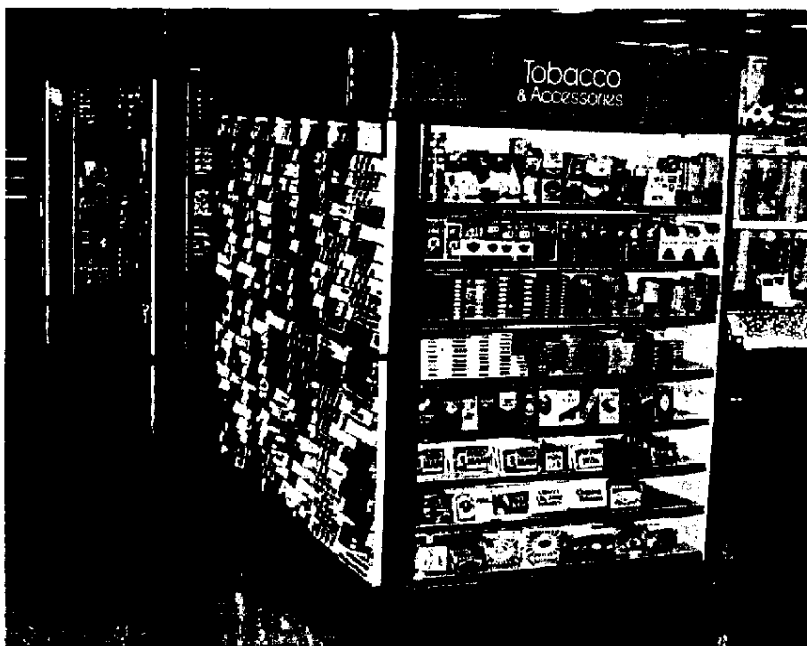
After the event, club owner Fred McCorriston told North Seattle Division Manager **John Alley** that the Camel promotion had the best audience participation of any program he has seen in his 12 years in the nightclub business.

McCorriston has approved additional promotions and has authorized an unlimited amount of advertising in his club, with neon signs and Camel pole mounts announcing the event.



On display

About 10,000 people a day get to see Area Sales Representative R.J. Ritter's handiwork in downtown Columbus, Ohio. Ritter, of the Cincinnati division, created this Camel window in the LeVeque Tower Building, home of the Columbus Camel GT 500 Race Team offices. The display went up in June and will continue through October.



Scott Foods finds Flex

Scott Foods in Fort Wayne, Ind., has switched from gondola carton merchandising to selling cartons from two RJR universals, thanks to Area Sales Representative Ken Lee of the Fort Wayne division. Lee also persuaded the store to switch from a homemade Philip Morris package merchandiser to one produced by RJR.

Cool move in Texas fires up spring break

The Corpus Christi, Texas, division heated up spring break this year with an impressive beach program on both North and South Padre Island.

Forty-two calls resulted in the sale of 14,195 cartons. The division also worked VPR programs and Camel/Salem B1G1Fs, placing 177 displays and 575 pieces of advertising, including ground mounts, pole mounts, clocks and posters.

To further enhance consumer awareness, the division gave store personnel Camel jerseys and T-shirts to wear during the program.

VOLUME WINNERS

Volume, display blitz pays in Mississippi

The Jackson, Miss., division, headed by **J.K. Brown**, has achieved outstanding results through a special week-long volume and display emphasis program. During the week, the division made 784 calls, sold 46,742 cartons at retail, placed 694 temporary displays, 222 B1G1F displays and 1,754 pieces of advertising. The division also sold 270 stackers.

Louisiana rep scores Doral display double

Area Sales Representative **Juacane Reynolds** has hit a Doral double for the Lafayette, La., division.

Reynolds placed permanent Doral displays in 16 Jr. Foods stores and he pre-booked 10 cartons of Doral to each of the chain's 18 stores. He also replaced Merit clocks with Winston clocks in all of the stores.

Reynolds also placed Doral fixtures in all eight Dempsey Texaco stations, with pre-bookings of seven cartons per store. In three of Dempsey's stores, Reynolds replaced Lorillard displays with RJR register-position PCDs.

Graves' breakthrough nabs Food Suppliers

Never before had Food Suppliers of New Orleans, La., acted as a pickup jobber for any tobacco manufacturer. But Area Sales Representative **K.T. Graves** of the New Orleans division recently changed that.

Graves has also increased Food Suppliers' weekly standing order from 21 cases to 63 cases. And she placed three styles of Doral on standing order.



Lookin' up!

Area Sales Representative **R.L. Wright** of the Columbus, Ohio, division set his sights high when he placed these two ground mounts on the roof of Willies Carry Out.

50-case display makes Shelton shine



Shelton helped Safeway with a 50-case display.

Area Sales Representative **W.L. "Bill" Shelton** of the Portland, Ore., division has achieved an outstanding accomplishment with Safeway in Jantzen Beach.

A 50-case display, with \$2-off coupons on all Winston and Camel cartons moved 20 cases a week and prompted a restock order of 31 cases after two weeks.

Shelton also sold a 10-case display to K-Mart, an 8-case display to G.I. Joes and a 6-case display to Payless to support anticipated extra traffic for the Portland Rose Festival CART Race in Jantzen Beach.

PROMOTIONS & APPOINTMENTS

J.E. Crosslin has been promoted to marketing research manager — merchandising in the home office marketing development department.



Crosslin joined the company in 1967 as a junior engineer in the industrial engineering department, where he was promoted to assistant industrial engineer later that year. He was promoted to industrial engineer in 1972 and transferred to the sales department in 1974. Crosslin was promoted to merchandising manager in the home office in 1977.

G.C. Pennell has been named assistant brand manager in the home office marketing department.



Pennell joined the company in 1979 as a sales representative in the Columbia, S.C., division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in the South Atlanta, Ga., division in 1981 and to assistant division manager in the North Atlanta division in 1982. Pennell was promoted to division manager in the New Orleans, La., division in 1984.

D.R. Bellinger has been named assistant brand manager in the home office marketing department.



Bellinger joined the company in 1976 as a sales representative in the Flint, Mich., division, where he was promoted to area sales representative in 1978. He was promoted to area manager - merchandising in the Detroit, Mich., chain division later that year. Bellinger was promoted to assistant division manager in the Akron, Ohio, division in 1979 and to division manager in the Indianapolis, Ind., division in 1981.

F.J. Armstrong Jr. has been named marketing assistant in the home office marketing department.



Armstrong joined the company in 1979 as a sales representative in the Tampa, Fla., division. He was promoted to area sales representative in the Sarasota, Fla., division in 1980 and to vending sales manager - field in the Miami, Fla., chain division in 1983.

T.W. Trader has been named sales training - vending/military manager in the South Atlantic sales area.



Trader joined the company in 1973 as a sales representative in the Richmond, Va., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Alexandria, Va., division in 1977 and to division manager in the Knoxville, Tenn., division in 1979. Trader was promoted to chain accounts manager in the Orlando, Fla., chain division in 1981.

J.E. Powers has been promoted to sales training - vending/military manager in the Mid-Continent sales area.



Powers joined the company in 1974 as a sales representative in the Oklahoma City, Okla., division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in the same division in 1978 and to assistant division manager in the Jackson, Miss., division in 1979. Powers was promoted to division manager in the Fort Worth, Texas, division in 1983.

J.A. Drolette has been promoted to sales training - vending/military manager in the Mid-Western sales area.



Drolette joined the company in 1976 as a sales representative in the San Francisco, Calif., division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in the same division in 1979. Drolette was promoted to assistant division manager in the Oakland, Calif., division later that year and to division manager in the Omaha, Neb., division in 1982.

J.F. Tate Jr. has been promoted to sales training - vending/military manager in the North Central sales area.



Tate joined the company in 1972 as a sales representative in the Bristol, Va., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Roanoke, Va., division in 1979. Tate was promoted to sales training manager in the home office sales department in 1981 and to division manager in the West Houston, Texas, division in 1983.

D.L. Stein has been promoted to chain accounts manager in the Lubbock, Texas, chain division.



Stein joined the company in 1969 as a sales representative in the Oklahoma City, Okla., division, where he was promoted to area sales representative in 1971. He was promoted to area manager - vending in the same division in 1977. Stein was promoted to assistant division manager in the Springfield, Mo., division in 1978 and to division manager in the Paducah, Ky., division in 1982.

PROMOTIONS & APPOINTMENTS

J.R. Acord has been promoted to division manager in the Paducah, Ky., division.



Acord joined the company in 1973 as a sales representative in the Fort Smith, Ark., division, where he was promoted to area sales representative the following year.

He was promoted to area manager-vending in the Memphis, Tenn., division in 1978 and to assistant division manager in the South Oklahoma City, Okla., division in 1980.

Alan R. James has been promoted to division manager in the New Orleans, La., division.



James joined the company in 1974 as a sales representative in the Tulsa, Okla., division, where he was promoted to area sales representative the following year.

He was promoted to area manager-vending in the Oklahoma City, Okla., division in 1979 and to assistant division manager in the Des Moines, Iowa, division in 1982.

E.J. Twohig has been promoted to division manager in the Omaha, Neb., division.



Twohig joined the company in 1969 as a sales representative in the Minneapolis, Minn., division, where he was promoted to area sales representative the following year.

He was promoted to area manager-vending in the Green Bay, Wis., division in 1978 and to assistant division manager in the Lansing, Mich., division in 1980.

M.F. Washburn has been promoted to division manager in the Fort Worth, Texas, division.



Washburn joined the company in 1977 as a sales representative in the Charlotte, N.C., division, where he was promoted to area sales representative the following year.

He was promoted to area manager-vending in the Raleigh, N.C., division in 1979 and to assistant division manager in the Nashville, Tenn., division in 1982.

K.N. Wadia has been promoted to division manager in the West Houston, Texas, division.



Wadia joined the company in 1976 as a sales representative in the West Houston division, where he was promoted to area sales representative the following year.

He was promoted to training & development manager-field in the Houston regional training & development division in 1982 and to merchandising manager-field in the Houston chain division in 1983.

Wadia was promoted to assistant division manager in the North Houston division later that year. He transferred to the West Houston division in January 1985.

C.P. Pandy has been promoted to division manager in the Toledo, Ohio, division.



Pandy joined the company in 1977 as a sales representative in the East Detroit, Mich., division, where he was promoted to area sales representative in 1979.

He was promoted to area manager-merchandising in the Detroit, Mich., chain division in 1980 and to assistant division manager in the West Detroit division in 1982.

T.A. Pollock has been promoted to division manager in the East Cleveland, Ohio, division.



Pollock joined the company in 1977 as a sales representative in the Flint, Mich., division, where he was promoted to area sales representative the following year.

He was promoted to area manager-merchandising in the Cincinnati, Ohio, chain division in 1979 and to assistant division manager in the Charleston, W.Va., division in 1981.

D.M. Williams has been promoted to division manager in the South Atlanta, Ga., division.



Williams joined the company in 1975 as a sales representative in the Macon, Ga., division, where he was promoted to area sales representative the following year.

He was promoted to assistant division manager in the South Atlanta division in 1981.

F.J. DeJong has been promoted to division manager in the South Jersey, N.J., division.



DeJong joined the company in 1971 as a sales representative in the Jersey City, N.J., division, where he was promoted to area sales representative in 1973.

After serving in the North Jersey and Central Jersey divisions, he was promoted to area manager-merchandising in the Jersey chain division in 1978. He was promoted to assistant division manager in the Manhattan, N.Y., division in 1980. DeJong transferred to the Yonkers, N.Y., division in 1983.

PROMOTIONS & APPOINTMENTS

Marc Kruth has been named division manager in the Indianapolis, Ind., division.



Kruth joined the company in 1974 as a sales representative in the Albuquerque, N.M., division, where he was promoted to area sales representative the following year. He transferred to the Buffalo, N.Y., division in 1976 and was promoted to assistant division manager there in 1978. Kruth transferred to R.J. Reynolds Tobacco International in 1982 as supervisor of military sales.

J.E. Giesler has been promoted to assistant division manager in the South Oklahoma City, Okla., division.



Giesler joined the company in 1978 as a sales representative in the Amarillo, Texas, division, where he was promoted to area sales representative the following year. He was promoted to vending sales manager - field in the Oklahoma City chain division in 1982.

B.T. Burgin has been promoted to assistant division manager in the Phoenix, Ariz., division.



Burgin joined the company in 1970 as a sales representative in the Denver, Colo., division, where he was promoted to area sales representative in 1972. He transferred to the Englewood, Colo., division in 1980.

J.T. Odom III has been promoted to assistant division manager in the Winston-Salem, N.C., division.



Odom joined the company in 1977 as a sales representative in the Goldsboro, N.C., division, where he was promoted to area sales representative in 1979. From 1982 through 1984, he worked in the company's Fayetteville, Raleigh and Eastern, N.C., divisions.

D.N. Bixler has been promoted to assistant division manager in the West Detroit, Mich., division.



Bixler joined the company in 1981 as a sales representative in the Lansing, Mich., division, where he was promoted to area sales representative the following year. He was promoted to vending sales manager - field in the Detroit chain division in 1984.

Pamela M. Berra has been promoted to merchandising manager - field in the Chicago, Ill., chain division.



Berra joined the company in 1981 as a sales representative in the Central Chicago, Ill., division. She transferred to the East Chicago division in 1982 and was promoted to area sales representative later that year.

Jeanne M. Swisher has been promoted to merchandising manager - field in the North Los Angeles, Calif., chain division.



Swisher joined the company in 1982 as a sales representative in the San Gabriel Valley, Calif., division. She was promoted to area sales representative the following year.

In memoriam

John W. DeRitter, merchandising manager in the Los Angeles, Calif., chain division, died Aug 1. He had 21 years service with the company.

S.L. Harmon, area sales representative in the Springfield, Mo., division, died June 28. He had 27 years service with the company.

Hit your volume goal and win.

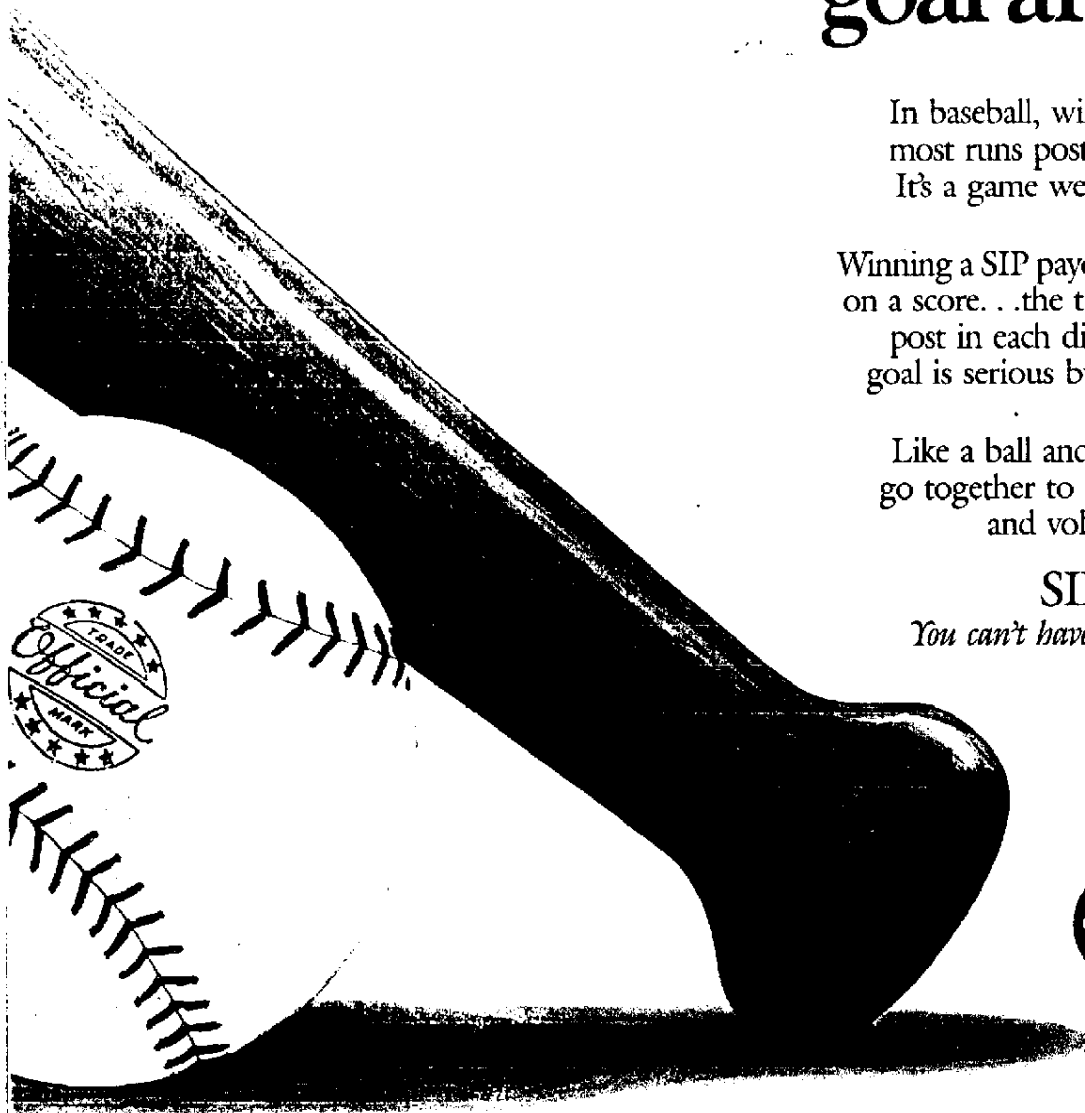
In baseball, winning depends on the most runs posted on the scoreboard. It's a game we play for recreation or enjoy as spectators.

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